PROMOTION FORMULAS

PACKS: BUY 1 GET 1 FREE

NO DISPLAYS NEEDED
BILLING @ 8 CARTONS PER SKU
40 sleeves Per SKU
Billing @ 8 Ctns Per SKU
#Displays x 2/30 = #Cases

PACKS: BUY 2 GET 1 FREE

FORMULA (4 styles. 6M Cases)

#/Displays x 2 (B1G1F Ctns) / 30 (6M Cs) = Cs Ea B1G1F/style	#/Displays x 2 (B1G1F Ctns) / 60 = Cs Ea B1G1F/style
40 SLEEVES PER SKU	20 SLEEVES PER SKU
3.75 SKUs PER 6M CASE	7.5 SKUs PER 6M CASE
40 RETAIL OFFERS PER SKU	20 RETAIL OFFERS PER SKU
150 OFFERS PER 6M CASE	150 OFFERS PER 6M CASE
BILLING @ 8 CARTONS PER SKU	*BILLING @ 4 CARTONS PER SKU*

PACKS: BUY 2 GET 2 FREE

FORMULA (4 styles. 6M Cases)
#/Retail x 4 (Ctns) / 15 (B1G1F 6M Ctns) = Cs Ea B/style
(Quick Method: #/Displays / 15 = #/Cs Ea.; i.e. 210 Displays = 14 Cases)

8 Ctns Per Display of 2 styles

20 SLEEVES PER SKU
3.75 SKUs PER 6M CASE
20 RETAIL OFFERS PER SKU
75 OFFERS PER 6M CASE
BILLING @ 4 CARTONS PER SKU

PACKS: BUY 3 GET 3 FREE

FORMULA (4 styles, 6M Cases)
#/Displays x 3 (Cartons) / 30 (6M Case) = Cs Ea B/style
(Quick Method. #/Displays / 10 = #/Cs Ea.: i.e. 210 Displays = 21 Cases)

20 SLEEVES PER SKU
2.5 SKUs PER 6M CASE
60 RETAIL OFFERS PER SKU
150 OFFERS PER 6M CASE
BILLING @ 6 CARTONS PER SKU

PREMIUMS: 2-PACK PURCHASE

FORMULA: #/Displays x 2 (Ctns) / 30 (6M Ctns) = Cs Ea B/style

20 PREMIUMS PER SKU
7.5 SKUs PER 6M CASE
20 RETAIL OFFERS PER SKU
150 OFFERS PER 6M CASE
BILLING @ 4 CARTONS PER SKU

PREMIUMS: 3-PACK PURCHASE

FORMULA: #/Displays x 3 (Ctns) / 30 (6M Ctns) = Cs Ea B/style

20 PREMIUMS PER SKU
5 SKUs PER 6M CASE
20 RETAIL OFFERS PER SKU
100 OFFERS PER 6M CASE
BILLING @ 6 CARTONS PER SKU

Source: https://www.industrydocuments.ucsf.edu/docs/rpnn0000

PROMOTION FORMULAS

COLLECTOR PACKS: 50-PACK CTR DISPLAY	COLLECTOR PACKS: 40-PACK CTR DISPLAY
FORMULA: #/Displays / 30 (6M Cs) = Cs Ea B/style	FORMULA: #/Displays / 30 (6M Cs) = Cs Ea B/style
1 COUNTER DISPLAY PER SKU	**3 COUNTER DISPLAYS PER SKU**
6 SKUs PER 6M CASE	**7.5 SKUs PER 6M CASE**
50 RETAIL OFFERS PER DISPLAY	**40 RETAIL OFFERS PER DISPLAY**
300 OFFERS PER 6M CASE	**300 OFFERS PER 6M CASE**
BILLING @ 5 CARTONS PER SKU	***BILLING @ 4 CARTONS PER SKU***

CARTONS: BUY 1 GET 5 PACKS FREE	CARTONS: BUY 2 CTNS GET 1 FREE
60 5-CARTON SLEEVES PER SKU	**60 3-CARTON SLEEVES PER SKU**
1 SKU PER 12M CASE	**1 SKU PER 12M CASE**
600 RETAIL OFFERS PER DISPLAY	**900 RETAIL OFFERS PER DISPLAY**
60 CARTONS PER DISPLAY	**90 CARTONS PER DISPLAY**
BILLING @ 60 CARTONS PER SKU	***BILLING @ 60 CARTONS PER SKU***

DPC (Distributor Promotion Coverage): BUY 1 GET 1 FREE

FORMULA: #/Displays x 2 (B1G1F Cs) / 30 (6M Cs) = Cs Ea B/style

	~~5 DISPLAYS PER SKU~~	
	7.5 DISPLAYS PER 6M CASE	
	20 RETAIL OFFERS PER DISPLAY	
	4 CARTONS PER DISPLAY	
	BILLING @ 2 CARTONS PER SKU	

Source: https://www.industrydocuments.ucsf.edu/docs/rpnn0000